

The SWEET Act Continues To Gain Momentum

Consumers' Interests

"The National Consumers League is pleased to support Congresswoman DeLauro's bill to provide incentives to reduce consumption of sweetened drinks. These Beverages have been shown to have a direct link to the growing overweight and obesity epidemic in America and as such, any steps we can take to reduce consumption are good for American consumers and good for the nation's health. We applaud the Congresswoman's leadership and urge other members to join forces with her to improve health and reduce obesity." - Sally Greenberg, Executive Director, National Consumers League

"The SWEET Act represents a bold federal effort to counter the soda industry's relentless and greedy marketing campaigns that promote tooth decay, diabetes, heart disease, and obesity. Passage of this legislation would provide the resources necessary for preventing and treating obesity and other diet-related health problems." - Michael F. Jacobson, PhD, Executive Director, Center for Science in the Public Interest

Public Health

"The Public Health Institute strongly supports U.S. Representative Rosa DeLauro's (D-CT) groundbreaking federal legislation, which would create a new incentive for manufacturers to reduce the sugar content of sweetened beverages. The science is clear. Sweetened beverages are associated with costly diet-related chronic diseases. DeLauro's graduated excise tax addresses the problem and supports the solution: by holding manufacturers accountable for creating products loaded with sugar and bereft of nutritional value; and by infusing the Prevention and Public Health Fund with needed resources to prevent chronic disease and promote healthier lives for everyone. From federal policy to local legislation, it takes all of us working together, and courageous leaders like Representative DeLauro, to build a healthier future for our children." - Mary Pittman, DrPH, President & CEO, Public Health Institute

"Excess consumption of sugar-sweetened beverages takes a toll on the health and well-being of people across the nation and adds significantly to our rising health care costs. Just as tobacco taxes have spurred a major reduction in smoking, there is great potential for a tax on sugar-sweetened beverages to reduce the consumption of these drinks and raise funds for obesity prevention. The SWEET Act does just that. The American Public Health Associations applauds Rep. Rosa DeLauro for her unwavering leadership to creating a healthier nation and introducing this important legislation." - Georges Benjamin, MD, Executive Director, American Public Health Association

“The Institute of Medicine has identified sugary drinks as ‘the single largest contributor of calories and added sugars to the American. Everyone deserves the opportunity to make choices that promote good health, and the SWEET Act is a tool to improve those opportunities. It also will invest much-needed money and resources into the Prevention Fund, which benefits communities all across the nation.” - Marice Ashe, CEO and founder of ChangeLab Solutions in Oakland, Calif.

“A national tax on sugar-sweetened beverages will do more to curb the diabetes and obesity epidemics than anything that has been done to date. It will save lives and raise billions of dollars to help keep our kids healthy. We applaud Congresswoman DeLauro’s national leadership.” - Harold Goldstein, DrPH, Executive Director, California Center for Public Health Advocacy

“Soda and sugary beverages are the new tobacco and the fight to reduce their marketing and consumption is the next great public health battle. I helped create the nation’s first multi-city no-smoking laws and advocated for years to increase the tax on tobacco. I see a sugar-sweetened beverage tax as just as valuable and just as groundbreaking. Sugar-sweetened beverages do extensive damage to our health, have no nutritional value, and are particularly harmful to children. Their extensive marketing, especially to children, low-income people and communities of color, is insidious and has created a nightmare of chronic disease, placing horrendous burdens and costs on our health system. Every step we can take to reverse these burdens is life-saving.” - Larry Cohen, Executive Director, Prevention Institute

“Like the avalanche of junk mortgages a half decade ago, the glut of too-cheap sugary drinks is a toxic asset we can no longer afford. With estimates that one in three Americans may soon have diabetes, this bill takes a long overdue step to correct the failure that has made markets for drinks that create disease so much cheaper than drinks that promote health.” - Dr. David Wallinga, Healthy Food Action

"The penny tax is a reasonable approach to support public health and we will continue to stand on the right side of this issue for the health of all families. The SWEET Act will prioritize health and invigorate the beverage industry to put the health of people first and make healthy options more available.” - Dr. Jane L. Delgado, Ph.D, M.S., President and CEO of the National Alliance for Hispanic Health